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	Archieve a 20% ROI		
	Revisit our product pricing strategy	- 1	
	Reduce our AR to under 60 days	İ	
	Build a sales foresting capability		$\ \ $
	Expand business with most profitable customers		
	Deepen relationships with high net worth clients		
	Have profitable products for every segment		
	Implement highly scaleable and efficient processes		
	Build a RFP/Proposal response capability		
	Reduce product development cycle by 6 months	ļ	Ш
	Develop a web-based customer self service strategy	ľ	
Ш	Build an Internet savvy design and install team		
	Implement self service account maintenance	1	山
	Select an E-commerce consulting firm		
	Develop an RFP for professional services support	- 1	
	Perform reference checks on short list of PS firms	- 1	
	Perform xyz Implement self service technical help desk		
	internet strategy 1:		
П	provide global information		
	establish business in new market		
$\ $	build something		
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Fig. 3



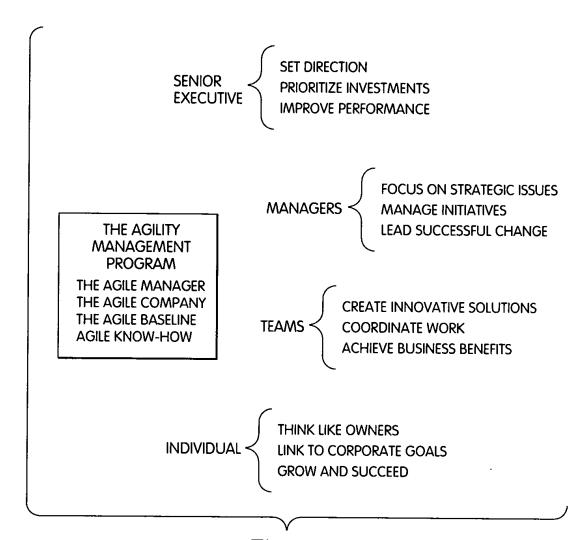


Fig. 4



RESEARCH BASED DIAGNOSTICS REDUCE ORGANIZATIONAL BARRIERS

ENTERPRISE

- "HARD-WIRED" TO CUSTOMER NEEDS/BEHAVIORS
- INFECTIOUS, IMPROVEMENT-DRIVEN LEADERSHIP
- VISIONARY LEADERSHIP WITH CRYSTAL CLEAR COMMUNICATION
- EMPLOYEES ACT LIKE/TREATED LIKE OWNERS
- ACTION FOCUSED INNOVATION/RISK TAKING REWARDED
- VALUE BASED DECISION MAKING AT LOWEST LEVEL
- ADAPTIVE CULTURE, REVOLUTIONARY WHEN NECESSARY
- DRIVEN TO EXCEL; "GOOD ENOUGH NEVER IS"
- RELENTLESS COMMITMENT TO LOWER COST AND
 - HIGHER QUALITY
 BOUNDARYLESS, BY WELL MANAGED STRUCTURES
- TIME/RESOURCES FOCUS ON HIGH VALUE INITIATIVES
- SYSTEMATIC, OPPORTUNISTIC STRATEGIES THAT ADAPT
 - CONCENTRATE WHERE THE BUSINESS LEVERAGE IS EXACTING EXECUTION WITH RELIABLE RESULTS
- INFORMATION/KNOWLEDGE ACCESSIBLE AS NEEDED

Fig. 5

MANAGEMENT TEAM

- FOCUSING ON THE HIGHEST GAIN STRATEGIC INITIATIVES:
- CREATING A PORTFOLIO OF HIGH LEVERAGE INITIATIVES
 - REPRIORITIZING THE PORTFOLIO AS THINGS CHANGE
 - REVIEWING NEW/OLD INITIATIVES FOR ROI IMPACT REDUCING ORGANIZATIONAL BARRIERS TO SUCCESS:
- DETERMINING FACTORS CRITICAL FOR SUCCESS
- IDENTIFYING KEY RISKS TO BE MANAGED PROACTIVELY
- MAKING ADJUSTMENTS TO ELIMINATE KEY BARRIERS APPLYING MANAGEMENT TALENT ON THE RIGHT THINGS:
- REINFORCING STRATEGIC GOALS USING STRUCTURED COMMUNICATION
- GETTING SUBSTANCE FROM MANAGEMENT MEETINGS
 - FOCUSING MANAGEMENT ATTENTION ON THE HIGH LEVERAGE ITEMS
- **EQUIPPING LEADERS TO SUCCEED:**
- **LEARNING TO THINK LIKE OWNERS**
- GETTING THE MOST FROM INTERDISCIPLINARY TEAMS
- MANAGING PROJECT RISK TO VALUE



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6	3.5	business makers vs. order takers	Clear
5	4	profitability vs. sales focused	
6	4.5	deal well at senior vs. just technical level	
5.5	4	world class vs. unacceptable service	
7	3	build value based client relationships	
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Fig. 10



Business development assessment current situation vs. desired state

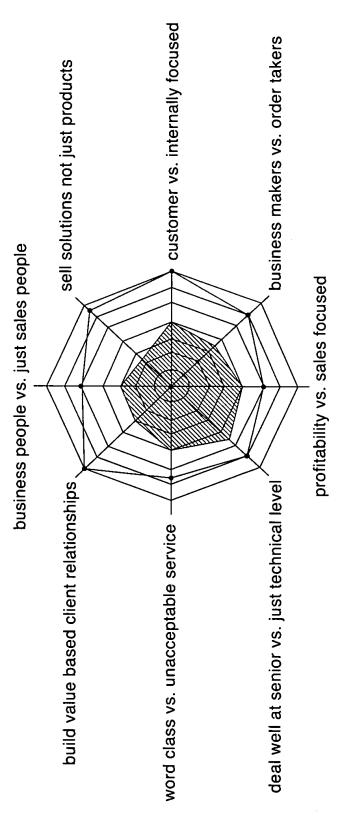


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Relationships	Deepen relationships with high net worth clients	10/10	0	Add	
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Fig. 12



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	Objective Cross sell and up sell our products to our existing client base from a position of strength. History (04/14/99) SubProject - Added subproject: Identify clients with the greatest \$ opportunity. (04/14/99) SubProject - Added subproject: Have profitable products for every segment (04/13/99) Date - Target date changed to 09/01/99. (04/13/99) Create - Project created.	Domain: Customers Status: Onot started Due Date: 09/01/99 Actual Goal: Desired Goal: Gap: Priority: 5 Risk: 3 Stage: Analysis/Assessment Investment: \$125,000.00 Payback: \$16,750,000.00
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Fig. 13



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	Expand business with most profitable customers		
	Implement highly scaleable and efficient processes		
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	Leverage our core competencies		
	Monitor competitive moves around the Internet		
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Fig. 14

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Deepen relationships with high net worth clients 750	750.000	5.000,000	5	9 6 8
Have profitable products for every segment	75,000	250,000	5	33w
Top Goal Total: \$825,000.00	5,000.00	\$5,250,000.00		
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Fig. 15



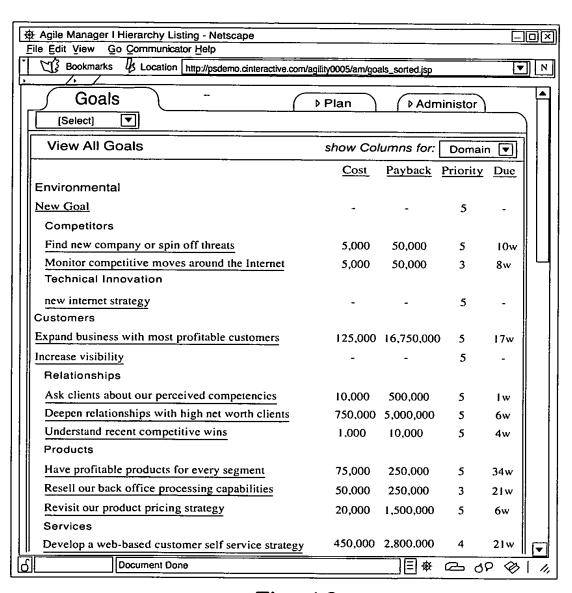


Fig. 16



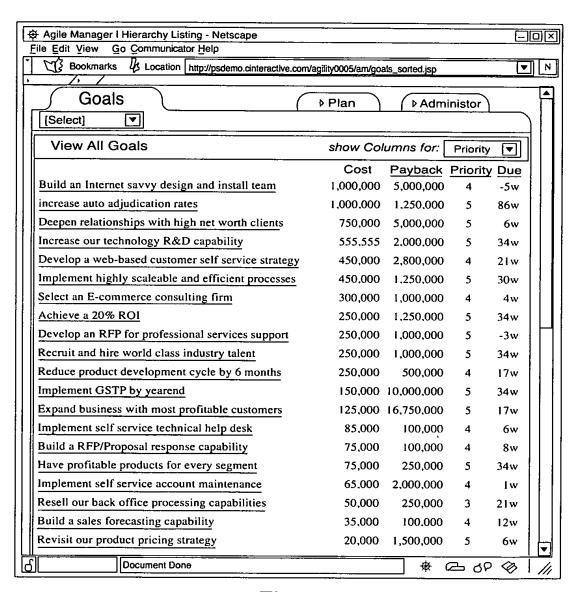


Fig. 17



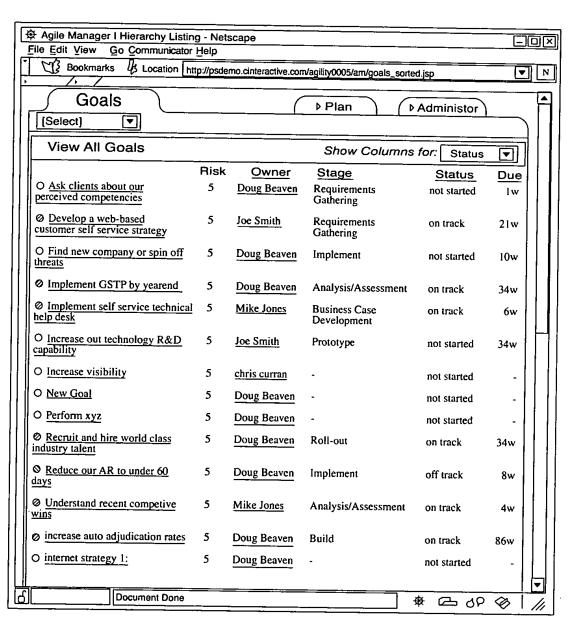


Fig. 18



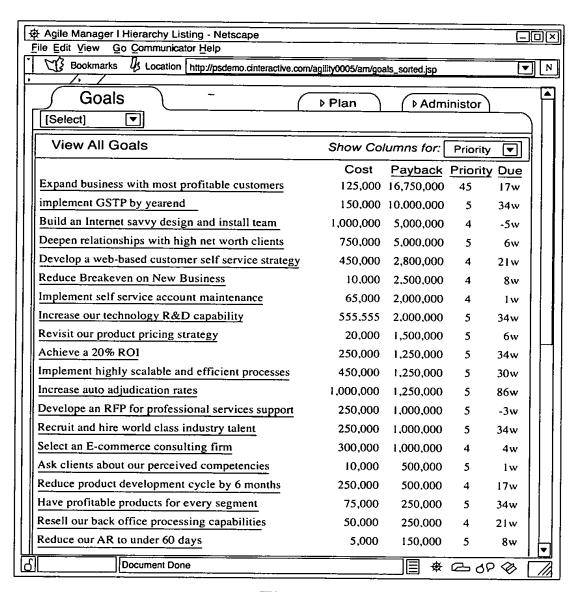


Fig. 19

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Monitor competitive moves around the Internet	3	Doug Beaven	Analysis/Assessment	needs attention	7w
Ø Reduce Breakeven on New Business	4	Doug Beaven	Implement	needs attention	7w
Develop an RFP for professional services support	4	Joe Smith	Retrospective	completed	-4w
Perform reference checks on short list of PS firms	4	Doug Beaven	Retrospective	completed	-4w
O Ask clients about our perceived competencies	5	Doug Beaven	Requirements Gathering	not started	ld
O Eclipse competition with our e- comm capability	5	Doug Beaven	•	not started	-
O Expand business with most profitable customers	3	Doug Beaven	Analysis/Assessment	not started	16w
O Find new company or spin off threats	5	Doug Beaven	Implement	not started	9w

Fig. 20



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Reduce Breakeven of Business	on New	4	Doug Beaven	Implement	needs attention	7w
O Develop an RFP for professional services su		4	Joe Smith	Retrospective Review	completed	-4w
O Perform reference c short list of PS firms	hecks on	4	Doug Beaven	Retrospective Review	completed	-4w
O Ask clients about ou competencies	ır perceived	5	Doug Beaven	Requirements Gathering	not started	ld
O Eclipse competition comm capability	with our e-	5	Doug Beaven	-	not started	-
O Expand business wi profitable customers	th most	3	Doug Beaven	Analysis/Assessment	not started	16w
O Find new company threats	or spin off	5	Doug Beaven	Implement	not started	9w
O Increase our technol	ogy R&D	5	Joe Smith	Prototype	not started	33w

Fig. 21

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Relationships				
Deepen relationships with high net worth clients	750,000	5,000,000	5	Sw
Products	0			
Have profitable products for every segment	75,000	250,000	5	33w
Top Goal Total: \$825,000.00 \$5,250,000.00	\$825,000.00	\$5,250,000.0	00	
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Fig. 22



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Fig. 23



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Relationships	Ask clients about our perceived competencies Deepen relationships with high net worth clients Understand recent competitive wins build the franchise around customer satisfaction
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Fig. 24



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Fig. 26



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Fig. 27



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Fig. 28

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	1. Deepen relationships with high net worth clients
	2. Have profitable products for every segment
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Fig. 29



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Fig. 30



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Fig. 31



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Fig. 32



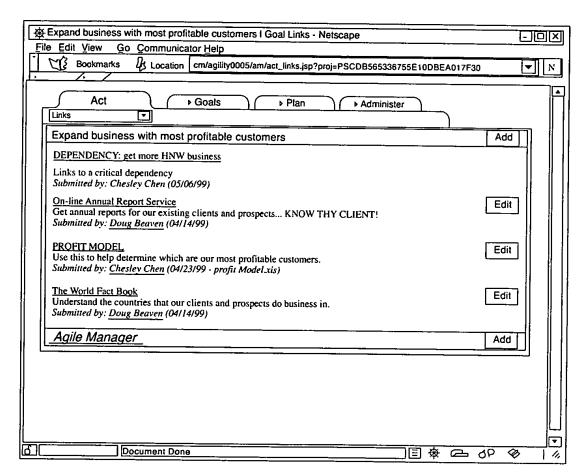


Fig. 33



EMPLOYEES ARE TREATED LIKE OWNERS

EMPLOYEES ARE TREATED LIKE AND COMPENSATED IN A MANNER REFLECTIVE OF OWNERSHIP RATHER THAN SERVITUDE.

"Employees [must] trust the company and believe changes are in their best interests." - Donald K. Clifford and Richard E. Cavanagh, *The Winning Performance*

High Performance Traits Relish change		Strongly Disagree	Disagree	Strongly Disagree Disagree Neutral Agree	Neutral	Slightly Agree	Agree	Strongly Agree	No Response
Fight inertia Clear strategy Customer driven Act like owners Treated like owners Reward risk taking	1. Managers in this company respect the rights of employees and treat them with dignity and respect.	0	0	0	0	0	0	0	0
Fact based decisions Value based decisions Effective systems Open to new ideas	2. Job objectives are aligned with the overall corporate vision.	0	0	0	0	0	0	0	0
Adapt Process changes Constant improvement Fluid boundaries Teamwork	3. Performance information is shared with employees so they stay focused on results.	0	0	0	0	0	0	0	0
Anti-bureaucracy Know business drivers Make alliances Focused clearly	4. Compensation and reward structures are aligned with company and/or unit performace.	0	0	0	0	0	0	0	0
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Fig. 34A

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Expand business with most profitable customers	
Cross sell and up sell our products to our existing client base from a position of strength.	
DEPENDENCY: get more HNW business	
Links to a critical dependency. (05/06/99)	
On-line Annual Report Service	
Get annual reports for our existing clients and prospects KNOW THY CLIENT! (04/14/99)	
PROFIT MODEL	
Use this to help determine which are our most profitable customers. (04/23/99) - Profit	
Model.xls)	
The World Fact Book	
Understand the countries that our clients and prospects do business in. (04/14/99)	
Top Notch Marketing Firm	
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Fig. 35



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